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Message Text

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ACTION CU-03

INFO OCT-01 EUR-12 ISO-00 L-03 CIAE-00 INR-07 NSAE-00 /026 W
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R 101345Z DEC 76
FM AMEMBASSY MOSCOW
TO SECSTATE WASHDC 1953
INFO AMCONSUL LENINGRAD
USIA WASHDC

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STATE FOR CU/EE, EUR/SOV, CU/ARTS
LENINGRAD FOR P&C
USIA FOR IEU, ICS

E.O. 11652: NA
TAGS: OEXC, SCUL, UR
SUBJECT: SELECTION OF PERFORMING ARTS GROUPS 1977-79

REF: (A) A-161, (B) A-246, (C) A-300, (D) A-290, (E) MOSCOW 2234,
(F) STATE 289599 (G) STATE 270974

SUMMARY. BEGINNING OF 1977-79 PORTION SOV/US CULTURAL AGREEMENT AND CURRENT PERSONNEL CHANGES IN DEPT. PROVIDE OPPORTUNITY TO REVIEW EMB PHILOSOPHY RE SELECTION OF PAG'S AND TO INDICATE PREFERENCES FOR UPCOMING 3 YEARS. IN RESUME, EMB REQUESTS:

1. SMALLER PAG'S,
2. ONLY ONE PAG AT A TIME,
3. LONGER TOURS (AT LEAST 4 WEEKS),
4. MORE PAG'S REPRESENTING GENRES NOT YET PRESENTED IN SU,
5. REPLACEMENT OF TERM "ROCK" WITH EUPHEMISMS SUCH AS "PROGRESSIVE C & W", "POP", "CONTEMPORARY FOLK", ETC.,
6. EARLY NOMINATION OF PAG'S,
7. NO PAG'S NOMINATED FOR JUNE 15-SEPTEMBER 15 VACATION PERIOD,
8. AGREEMENT THAT EMB WILL HANDLE ONLY AS MANY '77-'79 PAG'S AS EFFICIENTLY POSSIBLE--EVEN IF LESS THAN 10,
9. EXPERIMENTATION WITH DIRECT PAG/GOSK CONTRACTS WITH NO

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10. EXPERIMENTATION WITH EXCHANGE OF CORE GROUPS
PAPER DISCUSSES BACKGROUND, CURRENT PROBLEMS, SUGGESTIONS
AND SPECIFIC PROPOSALS FOR '77-'79.

1. BACKGROUND.
A. PAST AND PRESENT JUSTIFICATION FOR PAG'S TO SOVIET
UNION IS TO INCREASE RECOGNITION OF AMERICAN PERFORMING
ARTS AS EXPRESSION OF DYNAMIC AND INNOVATIVE NATURE OF
AMERICAN SOCIETY (REF A - CU PROGRAM OBJECTIVE #3).
HOWEVER, NEW CONDITIONS HAVE STIMULATED EMB TO DEVISE NEW
CONCEPTS AND FORMS OF PROGRAMMING, AS OUTLINED BELOW.

B.IN PAST, LARGE, COMPLICATED PAG'S WERE BROUGHT
TO CORRESPOND TO TYPES OF SOVIET PAG'S BEING SENT TO U.S.
AND TO IMPRESS SOVIET AUDIENCES. OFF-STAGE CONTACTS
AND PRESS COVERAGE WERE SEVERELY RESTRICTED BY SOVIETS,
AND PERFORMANCE WAS MAIN POINT OF CONTACT. COST PER
AUDIENCE CONTACT WAS HIGH. IF COST OF '73-'76 PAG
PROGRAM DIVIDED BY NUMBER OF SPECTATORS ALONE, EACH
CONTACT COST USG IN EXCESS $2.50 ($1,060,568 CU/ARTS
BUDGET TO USSR LESS FEES PAID BY GOSK PLUS $250,000
FOR DEPT AND EMB-ADMINISTRATIVE COSTS DIVIDED BY 518,000
SPECTATORS.)
C. SINCE '73, EMB HAS DRAMATICALLY INCREASED OFF-
STAGE CONTACTS VIA MASTERS CLASSES, INFORMAL MEETINGS,
REPRESENTATIONAL EVENTS, PRESS COVERAGE. THESE PERSONAL
CONTACTS HAVE ALLOWED FOR GREATER TRANSFER OF INFORMATION
BY PAG MEMBERS, ESTABLISHMENT OF CONTINUING RELATIONS
BETWEEN SOVIET AND U.S. PERFORMING ARTISTS, AND IDENTI-
FICATION OF SOVIET CREATIVE ELITES BY EMB FOR FOLLOW-UP
PROGRAMMING. TO RESPOND TO THIS NEW OPPORTUNITY, P&C
HAS SOUGHT TO SHIFT ATTENTION FROM PURELY ADMINISTRATIVE
PAG DETAILS TO ESTABLISH AND FOLLOW-UP ON CONTACTS AND
TO SELECT PAG'S THAT WOULD HAVE INCREASED IMPACT THROUGH
POTENTIAL FOR CONTINUING RELATIONS WITH SOVIET ORGANIZATIONS AND
INDIVIDUALS.

2. PROGRAMMING PROBLEMS IN SU AND SUGGESTED OPERATING
PRINCIPLES.
A. LOGISTICS: INADEQUATE HOTELS, INTERNAL TRANS-
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PORTATION, VARIETY OF FOOD AND MEDICAL SERVICES INCREASE
ADMINISTRATIVE INVOLVEMENT OF EMB WITH LARGER PAG'S
(REF B) AND CORRESPONDINGLY REDUCES TIME DEVOTED TO
PREPARING AND FOLLOWING UP OFF-STAGE ACTIVITIES (REF C),
(COMPARE ONE YEAR NEGOTIATIONS ON NYPO TO MUCH SIMPLER
ARRANGEMENTS FOR SMALLER SAINT PAUL CHAMBER ORCHESTRA
OR ROY CLARK). THESE DIFFICULTIES ALSO MAKE IMPOSSIBLE
HAVING TWO PAG'S IN SU AT ONE TIME (REF B).

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B. PERFORMANCE CITIES: ALMOST EVERY PAG SHOULD PERFORM IN MOSCOW, LENINGRAD AND KIEV TO ASSIST RESIDENT U.S. REPRESENTATIVES IN EXPANDING CONTACTS. SHORT TOURS REACH ONLY THESE CITIES, THUS RESTRICTING PAG'S FROM HAVING IMPACT ON OTHER SOVIET AREAS. TO INSURE BROADER COVERAGE, PAG'S MUST TOUR MINIMUM OF ONE MONTH (REF E, POINT 2).

C. WHAT'S IN A NAME: MINCULT CONSERVATISM IS OFTEN DIRECTED AT NAME RATHER THAN GENRE - "ROCK" IS OUT, BUT "PROGRESSIVE C & W", "POP", "CONTEMPORARY FOLK", ETC., MAY WELL INCREASE ACCEPTABILITY OF NOMINATION.

D. PLANNING SCHEDULE: GOSK MAKES ARRANGMENTS WITH U.S. IMPRESSARIOS ONE AND TWO YEARS IN ADVANCE, WHILE DEPT NOMINATES ONE YEAR AND LESS IN ADVANCE. IT IS ENTIRELY POSSIBLE THAT GOSK WILL COMPLETE NEGOTIATIONS FOR ALL TEN PAG'S DESCRIBED IN '77-'79 CULTURAL PROGRAM BEFORE DEPT NOMINATES 2ND PAG. LATE PLANNING DENIES DEPT RETALIATORY MEASURE OF REJECTING SOVIET PAG'S IN SAME ORDER AS U.S. PAG'S REJECTED. DEPT PLANNING AND NOMINATIONS SHOULD BE AS EARLY AS GOSK'S. ADVANCE EMBASSY PLANNING ALSO VITAL FOR EFFECTIVE OFF-STAGE ACTIVITIES.

E. SUMMER HIATUS: SOVIET INSTITUTIONS SLOW AND OFTEN STOP DURING JUNE 15-SEPTEMBER 15 SUMMER VACATIONS, SEVERELY LIMITING OPPORTUNITIES FOR OFF-STAGE PROGRAMMING. HOTELS AND TRANSPORTATION CLOGGED WITH TOURISTS MAKE SCHEDULING EXTREMELY DIFFICULT. NO GROUPS SHOULD BE NOMINATED FOR THIS PERIOD (REF B).

F. NUMBER OF PAGS '77-79: SENDING SOVIET PAGS TO U.S. GENERATES FOREIGN EXCHANGE AND OVERALL PROFIT FOR GOSK, PROVIDING IT STRONG MOTIVE TO INCREASE NUMBER OF PAGS. U.S. OBJECTIVES ARE NO LONGER SERVED BY LIMITED OFFICIAL USE

PROGRAMMING AS MANY U.S. GROUPS AS POSSIBLE. IN FACT, EMB LIMITATIONS CITED ABOVE LEAD TO CONCLUSION THAT TEN PAGS ARE TOO MANY TO HANDLE EFFECTIVELY DURING '77-'79 PERIOD. EMB SUGGESTS DEPT NOMINATE 2 OR 3 PAGS/YEAR WHILE AGREEING THAT SOVIETS HAVE RIGHT TO BRING AT LEAST TEN. SHORTFALL CAN BE USED TO PRESSURE SOVIETS TO ACCEPT MORE INNOVATIVE GROUPS.

G. GOSK REQUESTS FOR U.S. POP MUSIC SINGERS (FLACK,

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USIA WASHDC

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STATE FOR CU/EE, EUR/SOV, CU/ARTS
LENINGRAD FOR P&C
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ROSS, ET. AL) AS PAGS UNDER AGREEMENT HAVE RISEN
DRAMATICALLY IN PAST YEAR. RISE SEEMS KEYED TO
ACCEPTABILITY OF MUSIC TO MIN CULT AND ATTRACTIVENESS OF
POTENTIALLY LARGE PROFITS TO GOSK. EMB PROPOSES
THAT DEPT ACCEPT ROSS, FOR INSTANCE, AS ONE OF TEN
GROUPS UNDER AGREEMENT ON CONDITION THAT GOSK
NEGOTIATE CONTRACT DIRECTLY WITH ROSS MANAGEMENT
AND RECEIVE NEITHER DEPT SUBSIDY NOR ESCORT OFFICER.
TOTAL USG INVOLVEMENT MIGHT INCLUDE EXCHANGE OF RUBLES
(AS WITH HOLIDAY ON ICE), COST OF REPRESENTATIONAL/
PROTOCOL EVENTS AND PUBLICITY VIA VOA.
WHILE PROGRAM OBJECTIVES FILLED BY ROSS VISIT WOULD BE
MARGINAL, EDUCATION GOSK WOULD RECEIVE IN DIRECT NEGOTIATIONS
WITH U.S. PAG WOULD BE BENEFICIAL. HIGH
COSTS AND CONDITIONS SET BY POP GROUP WOULD EXPLAIN
INCREASED FEES, NEED FOR IMPROVED LIVING CONDITIONS,
SOUGHT BY DEPT/EMB FOR FULLY-SPONSORED PAGS. AUTHORIZING
POP GROUP AS ONE OF TEN WOULD ALSO ALLOW POSSIBILITY
OF REACHING FULL QUOTA UNDER AGREEMENT WITHOUT EXCESSIVE
DEPT/EMB INVOLVEMENT OR COST.

H. CORE GROUPS AS GENERAL SOLUTION: DEPT, EMB
AND GOSK HAVE THIS YEAR BEGUN ENCOURAGING DISCUSSIONS
OF THE "CORE GROUP", A CONCEPT WHICH PROMISES TO: INCREASE
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CONTACT BETWEEN SOVIET AND U.S. PERFORMING ARTS PROFESSIONALS; CUT

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PAG SIZE AND LOGISTIC PROBLEMS; INCREASE
LENGTH OF TIME PAG IN SU, AND INCREASE PERFORMANCES OF
U.S. WORKS IN SU. A CORE GROUP IS A COLLECTION OF
5-10 PERFORMING ARTISTS AND SPECIALISTS (DIRECTORS,
WRITERS, SET DESIGNERS, ETC.) WHO WOULD VISIT SU TO
PLACE U.S. WORK IN REPERTOIRE OF SOVIET COMPANY.
AREAS WHERE CORE GROUPS MAY WORK INCLUDE OPERA, DANCE,
THEATER, JAZZ AND SYMPHONY. CONCEPT IS SUPPORTED BY
1977-79 CULTURAL PROGRAM SECTION 2, POINT 4. WHILE
NOT YET TRIED BY U.S. IN SU, OTHER COUNTRIES (G.B. IN
THEATER, FRANCE IN DANCE) HAVE ALREADY DONE IT. TWO
APPROACHES ARE OPEN: 1) ONE-SHOT CORE GROUPS TO VISIT
S.U., PLACE WORK IN REP AND LEAVE, AND 2) TWO-WAY EXCHANGE
CORE GROUPS IN WHICH RELATIONSHIP IS ESTABLISHED
BETWEEN U.S. AND SOVIET COMPANY FOR CONTINUING EXCHANGE
OF WORKS VIA CORE GROUPS. EMB SUGGESTS DEPT EXPLORE
BOTH APPROACHES AND, IN DOING SO, LOOK FORWARD NOT JUST
THROUGH 1979 BUT UP TO 1982 AS CONTINUING EXCHANGES
WILL REQUIRE THIS MUCH ADVANCE PLANNING.
I. IN BRIEF: IF ABOVE SUGGESTIONS ARE ADOPTED,
RESULTS SHOULD BE: A DROP IN PER SPECTATOR COST TO USG
OF PAGS; INCREASE IN OFF-STAGE ACTIVITIES, AND LONG-
TERM RELATIONS BETWEEN SOVIET/US ARTISTS AND INSTITUTIONS; MORE
EXPOSURE TO SOVIET AUDIENCES OF THE
INNOVATION AND CREATIVITY OF U.S. PERFORMING ARTS.

3. SPECIFIC PROPOSALS FOR '77-'79
A. AS SOON AS POSSIBLE, NOMINATE NITTY GRITTY
FOR FEBRUARY/MARCH TOUR.
B. CONTACT AMERICAN BRASS QUINTET, JULLIARD
QUARTET, OR SIMILAR GROUP FOR SPRING OR FALL TOUR.
C. AUTHORIZE "POP" SINGER SUCH AS DIANA ROSS
AS DIRECT CONTRACT - NO SUBSIDY PAG.
D. CONTACT SARAH CALDWELL FOR POSSIBLE TWO WAY
CORE GROUP EXCHANGE WITH A SOVIET OPERA TROUPE.
E. CONTACT MANAGEMENT "101 IN THE SHADE" OR
OTHER REPRESENTATIVE MUSICAL FOR POSSIBLE CORE GROUP
PRESENTATION WITH SOVIET CAST.

4. COMMENT. WE LOOK FORWARD TO DEPT'S VIEWS ON BOTH SPECIFIC
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NOMINATIONS FOR 1977-79 AND TO EMBASSY'S RESTATEMENT
OF GENERAL PRINCIPLES TO GUIDE PAG PROGRAM IN FUTURE. MATLOCK

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